

Message Text

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TAGS: BEXP, IR

SUBJ: SECOND TEHRAN INTERNATIONAL TRADE FAIR: FOOD SERVICE
TRADE OPPORTUNITY

1. DURING DISCUSSIONS WITH DIRECTOR, IRAN INTERNATIONAL FAIRS AND EXHIBITIONS CORP, MUHSIN SHEEDFAR, EMBOFF DEVELOPED IDEA FOR AMERICAN FIRM TO PARTICIPATE IN TOTAL AND EXCLUSIVE CATERING BUSINESS FOR FAIRS CORP. CORP INTENDS TO HOLD THREE INTERNATIONAL FAIRS IN 1974 AND SIX INTERNATIONAL FAIRS IN 1975. DIFFICULT TO ESTIMATE WHAT ATTENDANCE WOULD BE, BUT FIGURE OF TWO MILLION PERSONS WOULD NOT BE EXAGGERATED.

2. FAIRS CORP PREPARED TO ENTERTAIN PROPOSALS FOR JOINT VENTURE, DIRECT CONTRACT, OR OTHER ARRANGMENT, WHICH IT WOULD LIKE TO DISCUSS SOONEST. DIRECTOR STATED THAT AT OUTSET HE HAS ABOUT DOLS2 MILLION TO INVEST. OPERATION WOULD INVOLVE ALL RPT ALL PHASES OF FEEDING AND CATERING BUSINESS, INCLUDING RESTAURANTS, SNACK BARS, POP CORN MACHINES, AND VENDING MACHINES FOR ALL PRODUCTS, AS WELL AS PRECUREMENT OF EQUIPMENT REQUIRED FOR OPERATION.

3. EARLY IN NOVEMBER, SANFORD MEVORAH, VICE PRESIDENT, A/R/A/ WORLD FOOD SYSTEMS, INC. (1707 L STREET N.W., WASHINGTON, D.C. TELEPHONE 223-8427) VISITED IRAN AND DEVELOPED STRONG INTEREST IN ENTERING MARKET. SUGGEST ABOVE INFORMATION BE CONVEYED TO MEVORAH SOONEST AND, IF HIS FIRM IS NOT INTERESTED, INFORMATION PUBLICIZED TO OTHER POTENTIAL INTERESTED PARTIES.

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